

Claims

1. An adhesive composition containing
 - 5 (a) an elastomeric block copolymer having a diblock fraction of more than 40%, preferably of more than 55%, more preferably of more than 70%;
 - 10 (b) a sulfonated copolyester, in particular a branched copolyester;
 - 15 (c) if desired, further additives such as tackifiers and/or plasticizers and/or stabilizers.
2. The adhesive composition of claim 1, containing
 - 20 (a) 10% - 40% by weight of at least one elastomeric block copolymer having a diblock fraction of more than 40%, preferably of more than 55%, more preferably of more than 70%;
 - 25 (b) 5% - 30% by weight of a sulfonated copolyester, in particular a branched copolyester;
 - (c) 20% - 60% by weight of a tackifier;
 - 30 (d) 10% - 30% by weight of a plasticizer;
 - (e) preferably at least one auxiliary additive, in particular a stabilizer.
- 35 3. The adhesive composition of one of claims 1 and 2, comprising as ingredient (a) a styrene block copolymer, preferably a styrene-isoprene block copolymer.

4. The adhesive composition of one or more of claims 1 to 3, characterized in that the diblock fraction of ingredient (a) is not more than 90%, preferably not more than 85%, more preferably not more than 80%.
5. The adhesive composition of one or more of claims 1 to 4, characterized in that a bond producible using the adhesive composition has a 180° wet peel strength of more than 8 N/m, preferably of more than 16 N/m, more preferably of 24 N/m or more.
10. The use of an adhesive composition of one of claims 1 to 5 for joining natural or synthetic, especially textile, sheetlike structures to one another and/or to a second substrate, in particular the skin.
15. A method of joining substrates, characterized in that the join is effected by means of an adhesive composition of one of claims 1 to 5.
20. A method of claim 7, characterized in that a join between a substrate and the skin is effected.
25. A product having a region which is prepared for joining to a substrate, this region being provided at least partly with a coating comprising an adhesive composition of one of claims 1 to 5.
30. The product of claim 9, characterized in that it is a natural or synthetic, especially textile, sheetlike structure and/or an adhesive tape.